

**DiABETES UK**  
KNOW DIABETES. FIGHT DIABETES.



# SOCIAL MEDIA POLICY

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Most people now have some form of social media account, whether it's on Facebook, X (formally Twitter) or Instagram.

## 1. About this policy

We use social media across all of our work here at Diabetes UK. We use it to campaign, to raise awareness of the condition, to ask people to support our events and lots of other things too. It's a great way of reaching lots of people and making sure they know all about our work.

A lot of our volunteers, supporters and staff are all on social media too. They use it to help share information about Diabetes UK but also their private lives.

We have a strong presence on Facebook, X (formally Twitter), Instagram, LinkedIn and TikTok. We find that social media is allowing us to support more and more people living with diabetes each year.

And by connecting with us on social channels, and sharing positive stories, you can really help us spread the word. Taking us closer to a world where diabetes can do no harm.

We encourage the responsible use of social media. There are a few general rules that we ask you to follow when you're referring to us online, joining in the conversation or using our brand.

This policy is to set out the guidelines of what we expect from you as our volunteers when using social media. Sometimes this is for legal reasons, but these guidelines are mostly intended as 'house rules' with plenty of tips and helpful pointers. It is important

to remember that we are all ambassadors for the charity and that social media is never private.

If you are ever confused about using social media in relation to Diabetes UK, please get in touch with your local volunteering team.

This policy aims to:

- Give clear guidelines on what you can say about the charity
- Comply with relevant legislation and protect you as a volunteer
- Help local volunteering teams manage performance effectively
- Help you draw a line between your private lives and your volunteering work
- Protect the charity against liability for the actions of volunteers
- Be clear about sensitive issues such as monitoring and explain how problems with inappropriate use will be addressed.

## 2. Policy Statement

2.1 We recognise that the internet provides unique opportunities to participate in interactive discussions and share information on particular topics relevant to our work using a wide variety of social media, such as Facebook, X (formerly Twitter), and blogs.

This policy aims to protect anyone volunteering with us in any role and to encourage you to take responsibility for



what you write, exercise good judgment and common sense (see 2.1).

### 3. Who is covered by this policy?

**3.1** This policy covers volunteers. There is a separate policy for paid staff, consultants, contractors.

### 4. Scope and purpose of the policy

**4.1** This policy deals with the use of all forms of social media – including Facebook, YouTube, X (formerly Twitter), Instagram, LinkedIn, Tik Tok and all other social networking sites – and all other internet postings including our forum.

**4.2** It applies to the use of social media both for volunteering and personal purposes, whether while volunteering or otherwise. The policy applies regardless of whether the social media is accessed using Diabetes UK equipment or equipment belonging to volunteers.

**4.3** If you are found to be in breach of this policy your local volunteering team will have the right to address this.

**4.4** You may be required to remove postings which are deemed to constitute a breach of this policy.

**4.5** This policy links to all other policies therefore social media should never be used in a way that breaches any of our other policies such as our Volunteering policy or Keeping Safe, Legal & Healthy policy.

### 5. Who is responsible for implementing the policy

**5.1** All local volunteering teams have a specific responsibility for operating within the boundaries of this policy, ensuring that all volunteers understand the standards of behaviour expected of them and taking action when behaviour falls below this.

**5.2** All volunteers are responsible for the success of this policy and should ensure that they take the time to read and understand it. Any misuse of social media or questions regarding the content or application of this policy should be reported to the helpline or your local volunteering team.

**5.3** Any content which raises a safeguarding concern must be reported to your local volunteering team in line with the reporting procedures outlined in the [Keeping Safe, Legal and Healthy Policy](#).

### 6. Guidelines for the responsible use of social media

Before you start using social media, if you've never set up a social media account before it's worth looking at [Wiki's how to stay safe online](#) for help on what to post and share, and how to protect your privacy online. If you're thinking about setting up a new Twitter feed or Facebook group, please speak to your local volunteering team first. They will be able to provide support and advice.

The following sections of the policy provide volunteers with common-sense guidelines and recommendations for using social media responsibly and safely.

**6.1** We want you to help protect our business reputation. Volunteers must not post disparaging or defamatory statements about:

- Diabetes UK
- Diabetes UK staff, our clients, volunteers or members past or present
- Suppliers and vendors
- Other affiliates and stakeholders.

Volunteers should also avoid social communications that might be misconstrued in a way that could damage our reputation, even indirectly.

**6.2** You are personally responsible for what you communicate on social media – as part of your role or on personal sites. Remember that what you put on social media will be available to be read by anyone including colleagues, volunteers, future employers and people you don't know for a long time. Keep this in mind before you post content. And if in doubt, don't post it.

**6.3** If you plan to use a photo or a quote from someone on social media, you **must** obtain their consent first. Please speak to your local volunteering team if this is something you would like to do – you will need to complete a consent form with the individual who you would like to feature.

**6.4** Please **do not** tag anyone in photos on social media. This is because the person in the image may be vulnerable or under 18.

**6.5** There is no obligation for volunteers to link their personal social media to any Diabetes UK social media account.

**6.6** Please do not set up a social media account which represents a Diabetes UK group before speaking to your local volunteering team first.

**6.7** We're happy for you to share that you are one of our volunteers but ask that you state that your views are your own and do not represent those of the charity. For example, you could state 'all views my own'. There is more guidance on this below.

**6.8** You are responsible for the privacy settings of any social media sites you use and should ensure they are set to the appropriate level if you wish to limit who can see your information.

**6.9** Remember that you must respect confidentiality at all times and protect confidential information. You should be mindful of Data Protection issues, if in doubt speak to your local volunteering team. Confidential information includes things such as unpublished details about our work, details of current projects, future projects, financial information or information held on our supporters, staff or volunteers. If in doubt, speak to your local volunteering team or have a look at our [Keeping Safe, Legal and Healthy Policy](#).

**6.10** If you are uncertain or concerned about any post you're about to make, don't post it. Speak to your local volunteering team first.

## 7. How to talk about Diabetes UK on social media

It sounds obvious, but please be kind, supportive and positive when you are talking about us on social media or posting on any of our pages. The lines are sometimes blurred between our personal and professional lives, so if you're in doubt, it's best not to post strong opinions.

To help protect our mission and our brand, we do reserve the right to hide or delete any comments or content on our pages or in our forum that we feel is inappropriate. In some cases, dependent on frequency, scale or the content posted, we reserve the right to ban or block users from posting to our social media pages.

Examples of inappropriate comments or content may include:

- Abusive or hurtful comments. If you find a post abusive on our forum or any of our social platforms, please email our helpline team [helpline@diabetes.org.uk](mailto:helpline@diabetes.org.uk) as soon as possible to bring it to the attention of the social media team and forum moderators. On some social platforms you'll see an option to report content, which can be used to flag inappropriate material. This will then be picked up by internal moderators on the platform you're using, depending on their own guidelines
- This also applies to text in signatures, avatars –the pictures people use on forums – and private messages.

Any inappropriate private messages received on our forum by a member should be forwarded to the helpline team

- Comments that use inappropriate language or hate speech – based on colour, race, nationality, ethnic or national origin, religion, gender identity or sexual orientation
- Inappropriate language includes swearing, graphic descriptions of death or illness
- Personal or organisational attacks, threats or defamatory comments
- Naming individuals linked to legal or clinical enquiries
- Inappropriate or graphic imagery
- Content, comments or imagery that violates copyright or that may be confidential
- Advertisements. This includes homepage links to commercial sites which, in the opinion of the moderators, are unsuitable – for example online pharmacies, pornography, alternative treatments (see below) – or are purely intended as a vehicle for advertising or improving search engine optimisation. Any such homepage references will be removed. Members may be allowed to promote charitable ventures at the discretion of the moderation team.

We also don't allow the following:

- Posts about 'alternative' treatments or 'cures' that are likely to be seen as misleading or to encourage others to pursue potentially dangerous changes to their treatment regime
- Breach of Copyright. When quoting an article or written work that you did not author or do not have permission to

reproduce, you may only quote a small portion of the article – usually no more than 1/5 or 1/6 – and you must link to the source if online or provide the source if offline

- Medical advice. In responding to a question, you should only relate your own experiences and not instruct another member to adjust medication without them first consulting a member of their healthcare team
- Naming of individuals, such as healthcare professionals, whether in a complimentary or other context. Please avoid posting personally identifying information without the explicit permission of individuals concerned.

## 8. If you are talking about Diabetes UK on your own social media account

- For starters, please **do** talk about us! We want lots of people to know about us and our work. Please keep it positive and upbeat
- Please don't use our logo or branding on your social media account unless you've been given specific guidance. This is because we don't want to confuse people looking for our official accounts
- Make your relationship with us clear in your profile or biography for example 'volunteer' or 'supporter' – you can add 'proud' too, of course. Please remember to update your profile when you stop volunteering with us.
- Please do not use the @DiabetesUK handle in your bio. It can be really

confusing for people looking for our accounts and posts

- Make sure it's clear that any views you express are your own, not those of the charity for example @JoeBloggs | Proud volunteer for Diabetes UK | Currently supporting healthy eating habits in Doncaster | All views my own

You can also be anonymous if you prefer.

### Tips for posting on social media

- Be yourself – try to write posts as you would speak to someone in real life, we're all human, after all
- Keep it simple
- Use a website link to show your followers more information
- Use photos or videos when you can, they are proven to engage with a greater number of people. Just remember to only share those that you have permission to share!
- Use hashtags – keywords – and mention other users to draw them into the conversation
- Think about who you are talking to in your posts and what kind of message you want to convey
- Think about who is going to see your post – if you are in doubt about the content of your post or worry that it might offend others, don't post it. Unfortunately, almost everything we post online can be copied and shared, even with private social media accounts
- If you want to protect your personal privacy, change your social media settings to private
- **Be kind, supportive and enthusiastic!**

## 9. How to support us on social media

### Our main Accounts

UK Facebook page  
[www.facebook.com/diabetesuk](http://www.facebook.com/diabetesuk)

Scotland Facebook page  
[www.facebook.com/DiabetesScot](http://www.facebook.com/DiabetesScot)

Cymru Facebook page  
[www.facebook.com/diabetesukcymru](http://www.facebook.com/diabetesukcymru)

Northern Ireland Facebook page  
[www.facebook.com/DiabetesUKNI](http://www.facebook.com/DiabetesUKNI)

Twitter [twitter.com/DiabetesUK](https://twitter.com/DiabetesUK)

YouTube:  
[www.youtube.com/diabetesukcharity](http://www.youtube.com/diabetesukcharity)

Instagram:  
[www.instagram.com/diabetesuk](http://www.instagram.com/diabetesuk)

### Follow us

- You'll see a button that says 'Follow' or 'Like' or 'subscribe', click that and you'll get all our updates on your feed.
- Turn your notification from us 'on' – that way you'll never miss a post.

### Share our updates

- Re-tweet, like, share and comment on our posts – that way, you'll be helping us make our messages travel further, reaching all the people who follow you.
- Join in with the conversations happening on our social media networks and share your experiences.

### Join our forum

- You can find our forum [forum.diabetes.org.uk](http://forum.diabetes.org.uk)
- Become a member and join in the conversations, share your experiences and chat with other people.
- Read the welcome and getting started section on the forum for lots of help and support.

## 10. Other volunteering policies and resources

We have a set of volunteering policies and documents that may help you when volunteering with Diabetes UK. These can be found on Assemble, our website or are available from your local volunteering team.

1. Volunteering Policy
2. Keeping Safe, Legal and Healthy Policy
3. Volunteer Expenses Policy
4. How we solve problems together
5. Volunteer Whistleblowing Policy
6. Social Media Policy
7. Fraud Policy